

**SHOWEST BOOTH #1601**

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As 3D Cinema Emerges As A Commercial Reality, JBL Offers Comprehensive New Sound Solutions To Complete The Ultimate Cinematic Experience

LAS VEGAS, Nevada – The increasing volume of quality 3D movies, record setting grosses, a compelling exhibitor business model, and an array of new viewing technologies, indicates that 3D cinema is now finally achieving worldwide success. With the new emphasis on 3D, the necessity of large-scale digital audio is realized, and as the worldwide leader in cinema sound systems and an original pioneer of sound for motion pictures, JBL is continuing its tradition of innovation at ShoWest 2010 in Las Vegas, showcasing a comprehensive range of large format cinema sound systems to designed to enhance the 3D experience.

According to Chuck Goodsell, JBL Director of Cinema, the company's R&D, product development and application engineering teams have worked closely with exhibitor clients across the globe to ensure that their JBL sound systems coupled with 3D display technologies would deliver the most immersive cinematic experience possible.

"3D cinema demands the best digital sound systems," Goodsell said today. "At JBL, we've always built the best sounding, most reliable cinema sound systems, and we've also collaborated with our exhibition customers to help them stay ahead of the trends. This is why most of the world's flagship 3D theaters are JBL-equipped and why our cinema customers are among the best-prepared to capitalize on 3D."

Goodsell points to the range of new JBL ScreenArray® 4-Way high power loudspeakers for large-format venues and its 4732 and 3732 ScreenArray loudspeakers that, coupled with the industry's most complete line of subwoofers and surround components, have become a standard in cinema today. No other manufacturer provides a wider, more cost-effective range of solutions to capitalize on the opportunity of 3D cinema than JBL: the company's systems are developed by a team of AMPAS Scientific & Technical Award-winning engineers and incorporate ground-breaking, patented innovations such as Differential Drive® woofers, neodymium, titanium diaphragm frequency compression drivers and high-frequency horn technology featuring Screen Spreading Compensation™.

Among the world's most iconic, successful theaters with 3D display technology are Mann's Chinese Theater and the ArcLight Cinerama Dome in Hollywood, both of which feature JBL ScreenArray sound systems. Also in the United States, Cinemark, Extreme Digital Cinema locations throughout the country and the Muvico, Thousand Oaks, California are all JBL large format installations and showcase 3D theaters. In London, The Odeon in Leicester Square and the neighboring Empire in Leicester Square are long-time JBL sound system venues and among the foremost 3D sites in the UK. Sofia, Bulgaria's Arena Cinema and the Major Cineplex World Plaza, Bangkok, Thailand are two more examples of industry-leading iconic theaters that have become 3D showcase venues and also boast ScreenArray sound systems from JBL.

3D digital technology is a new creative platform for filmmakers, that represents increased revenues for the exhibition community and brings new excitement to movie-goers," Goodsell continued. "At JBL we're very pleased to support the roll out of 3D and we're looking forward to working with our exhibition customers to provide new creative advancements in cinema sound!"



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